

## **REMARKS**

Claims 1-25 remain in the application. Claims 1-20 stand rejected. Claims 1, 3-5, 10, 13, 16 and 21 have been amended.

Applicant believes the amendments don't add new matter. Support for the amendments may be at least found at paragraphs 180-198 and FIG. 17 of US publication no. 20040143496.

### ***Rejections under 35 U.S.C. § 102 and 103***

The Examiner rejected 1-25 under 35 USC 102(b) as being anticipated by or 35 USC 103(a) as being unpatentable over Boushy (6003013).

Claims as amended recite or describe limitations, such as “based upon at least the historical transaction information involving said patrons including the first patron and the current transaction activity of at least the first patron, sorting the two or more awards according to a likelihood of the first patron accepting each award; and outputting, based upon said sorting, at least one recommendation of an award to offer to the first patron” or “based upon at least historical information involving patron and at least in part upon the substantially real-time transaction activity of said patron, determining a likelihood of the patron accepting the award; and outputting information indicating whether the patron is likely to accept the award.” Boushy describes awarding points to customers based upon game play and providing distinguished services to special customers (Abstract). Boushy doesn't teach or suggest “sorting the two or more awards according to a likelihood of the first patron accepting each award” or “determining a likelihood of the patron accepting the award; and outputting information indicating whether the patron is likely to accept the award.” Method or apparatus related to determining a likelihood of a customer accepting an award are not described in Boushy. Therefore, Boushy can't be said to anticipate or render obvious the pending claims and the rejections are believed overcome thereby.

Applicant believes that all pending claims are allowable and respectfully requests a Notice of Allowance for this application from the Examiner. Should the Examiner believe that a telephone conference would expedite the prosecution of this application, the undersigned can be reached at the telephone number set out below.

Respectfully submitted,  
Weaver Austin Villeneuve & Sampson LLP

/David P. Olynick/  
David P. Olynick  
Reg. No.: 48,615

P.O. Box 70250  
Oakland, CA 94612-0250  
(510) 663-1100